

THE DIGNITY CAMPAIGN

ANNUAL REPORT

2023-2024



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MISSION

The Dignity Campaign exists to impact lives and restore dignity by equipping people through training, awareness and life skills programs.

VISION

Our vision is to see young people find their identity, belonging and purpose in God.

DIRECTOR REPORT



**AUKJE
BROUWER**

Executive Director

*"Two are better than one,
because they have a good
return for their labor."*

Reflecting on King Solomon's words, I'm amazed by their profound wisdom, applicable not only in my personal life but also in our organisational life as the Dignity Campaign. Life often inundates us with challenges that seem insurmountable alone. However, collaboration unveils a strength rooted in shared faith and vision. Working together with others broadens our organizational reach and deepens our understanding of community dynamics, particularly in South African context. This collaborative effort fosters a culture of honour and shared success, mirroring God's heart for the community.

In last year's report, I emphasized on laying a solid foundation for the years to come and forming strategic partnerships. This year centres on capacitating our partners with training, developing additional discipleship materials, and providing resources to empower them to run Dignity and Dare programs for teens. We also welcomed Verre Naasten, a new financial partner who will be giving support towards our discipleship initiatives for the length of 3 years.

Another strategic decision we made this year, is to start the succession planning process. After 11 years of pioneering leadership, I sense that it is the right time to hand over my position as the executive director of the campaign. I am deeply honoured that God chose me to birth this vision and grow it beyond its first decade. I am confident that the new director, together with the Dignity Campaign team and board, will grow and mature the campaign beyond its pioneering phase.

Finally, I extend a heartfelt gratitude to all who have journeyed with us—donors, supporters, staff, board members, partners, and volunteers. Your generosity, dedication, and talents have propelled us forward, and for that, we are deeply thankful.

As we embrace another year, we place our trust in God, commit to work together and serve teens with love and dignity.

With much love and gratitude,
Aukje Brouwer

CHAIRPERSON REPORT



**EDWINA
HANSLO**
Chairperson

As I reflect on 2023, I see the outworking of this popular prayer:

"God, give me the grace to accept with serenity, the things I can not change, courage to change the things that should be changed, and wisdom to know the difference."

During this last year, I have witnessed the Dignity Campaign team navigate changes and challenges with grace and determination which they overcame valiantly. New opportunities, to offer training programs both nationally and

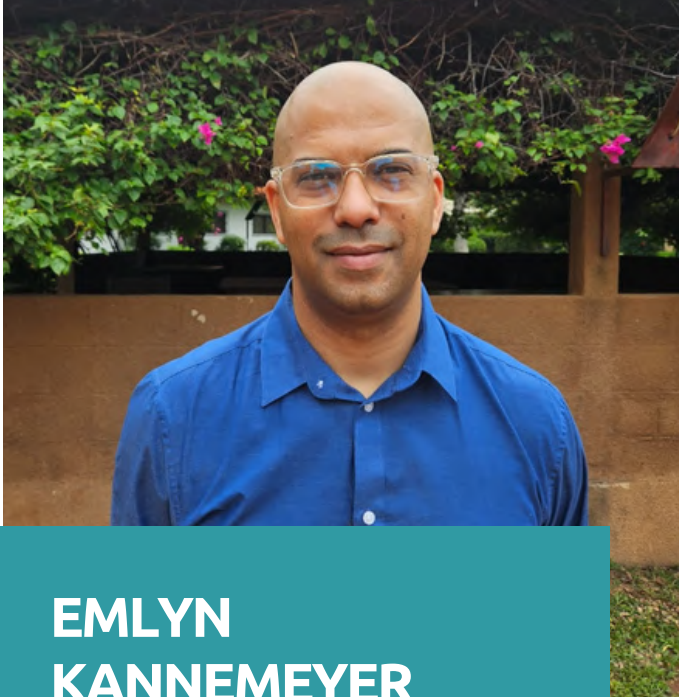
internationally, resulted in the team embracing the challenges and acting with courage. Through these circumstances, I see God's faithfulness to and through the Dignity Campaign team and the board who have navigated these circumstances with faithfulness to the cause, trust in God, and continued love for humanity.

This year the Dignity Campaign has been able to facilitate workshops in schools, continue with the Dare and Dignity one-year mentorships programs, and meet its key objectives and this is made possible by all our donors, partnerships, and volunteers. We are grateful for the continued financial contribution of our donors and the donation of time and skill from our volunteers. Your contributions enable the Dignity Campaign to continue in its mission to equip and impact young people. A sincere thank you to you for every contribution whether financially, in time or through your skills.

In the coming year, the Dignity Campaign is committed to continuing its mission to equip people through training & awareness programs and empower teens through our life skills and discipleship programs including the much-needed mentorship program. Follow us on social media to see the inspiring social media posts and you can help in this cause, by liking and sharing our social media posts. The Dignity Campaign team and board remain committed to its mission, and we are excited for the year ahead, so pray with us that God who began good work within the Dignity Campaign will continue to perfect and complete it.

Edwina Hanslo on behalf of the board of directors

DARE PROGRAM MANAGER REPORT



**EMLYN
KANNEMEYER**

Dare Program Manager

In last year's report, you were invited to share in the excitement of completing the Dare 12-week discipleship program for boys and the opportunity to train and equip Dare facilitators with this tool. After the completion of the discipleship material, we implemented the program, with a group of boys, at a local church in Cape Town. The impact of the program brought about change in the boy's lives. For some, it was letting their guard down and learning to trust someone, for others, it was about giving the space to speak and be heard, or it was a place where they felt they belonged. Whatever these boys found, I believe made an impact not only in their lives but ours as facilitators too. As the 12-week journey progressed, bonds and trust were formed, that continue today.

There was more of a focus on Facilitator Training. Besides hosting training sessions in various provinces of South Africa, in October we conducted the first online Dare Facilitator training in a Central Asian country. This was a humbling experience to be used by God to reach men in such a way. Some of these men have already hosted Dare Days in the regions and added to this, a small group of men were selected for the Training of Trainers. This means that they will be able to train and equip other men, in their own language, to use the Dare program to impact boy's lives. The highlight of 2023 was the facilitator training held in Zambia. This was the first time that the training had both men and women in the same room, learning and growing together.

Thank you to all who played a role in making the past year a success, both nationally and internationally. Your passion and encouragement have impacted many lives.

Emlyn Kannemeyer

"One of my highest privileges is when I know I am being used by God to help others." - Lori Hogan

DIGNITY PROGRAM MANAGER REPORT



**CRYSTAL
KANNEMEYER**

Dignity Program Manager

We've had a remarkable year collaborating with like-minded organizations, churches, and schools for Kingdom Impact. The importance of unity has become increasingly apparent, emphasizing the power of working as one cohesive unit rather than as individuals.

Our mentorship program for teenage girls thrived thanks to our dedicated mentors, who selflessly serve their communities and sow seeds for the girls' growth. One standout moment was when a former participant returned as an assistant, showcasing leadership and servanthood qualities, earning her a Dignity Champion Medal. You can read her inspiring story a few pages in.

Innovative facilitator trainings welcomed over 50 new facilitators, empowering them to implement the Dignity & Dare programs in their respective churches, communities, and schools. A major highlight was the opportunity to impact and share knowledge with participants from diverse organizations and churches in Zambia. By challenging cultural norms with God's word, we equipped individuals to help teenagers discover their Identity, Belonging, and Purpose in God.

Zambia marked the beginning of our journey across Africa. We're thankful for the opportunities and believe there's more to come. Stay tuned for updates.

Crystal Kannemeyer

"The strength of the team is each individual member. The strength of each member is the team"

- Phil Jackson

THE NEED



65%

OF YOUNG PEOPLE IN SOUTH AFRICA STATED THAT THEY HAD SOME FORM OF A MENTAL HEALTH ISSUE BUT DID NOT SEEK HELP.

-UNICEF SOUTH AFRICA U-REPORT POLL 2021



64%

OF VICTIMS OF HUMAN TRAFFICKING RECORDED IN AFRICA ARE CHILDREN.

-A21



55%

SOUTH AFRICAN CHILDREN WATCH PORNOGRAPHY REGULARLY. AT LEAST 10% WATCH IT EVERY DAY, 35% WATCH CHILD PORNOGRAPHY AND 30% WATCH VIOLENT PORNOGRAPHY

-UNISA'S BUREAU FOR MARKET RESEARCH'S YOUTH RESEARCH UNIT (BMR UNIT)



30%

OF EACH DAY IS SPENT ON SOCIAL MEDIA BY TEENS IN AFRICA WHICH IS A LITTLE MORE THAN THE GLOBAL AVERAGE

-GLOBAL YOUTH CULTURE – AFRICA REPORT

OUR RESPONSE

We train facilitators and mentors to implement Dignity and Dare programs addressing identity, belonging, and purpose for teens in South Africa.



Our programs include Dignity Days for girls, focusing on womanhood, puberty, hygiene, and menstrual health. Dare Days for boys tackle topics like sex, pornography, and authentic masculinity, encouraging integrity and service in their communities.



We raise awareness about human trafficking, child protection, healthy sexuality, and teenage brain development.



Through positive social media content, we support teens in Africa, promoting self-confidence, emotional well-being, and constructive online engagement for personal and collective growth.



CORE STRATEGIES



TRAINING

We train men and women to become Dignity and Dare Facilitators so they can make a sustainable, lasting impact in their communities.

AWARENESS

We raise awareness of issues teenagers face in today's world, including lack of access to menstrual supplies, human trafficking, various forms of abuse, and pornography.

PROGRAMS

We develop engaging, educational, interactive programs and curriculum to equip and empower communities to reach teen girls & boys.

IMPACT ACHIEVED



155

women and men were equipped through facilitator trainings in-person.

567

girls received a box of reusable Palesa pads, which lasts for 5 years and keeps them in school

81

teen girls participated in the 1-year mentorship program

1131

teens attended a Dignity or Dare event

DIGNITY & DARE FACILITATOR TRAINING

"The training made me think hard and deep about myself as a male and how I can be better, and then be able to teach other men/boys to be better" - Dare participant.

*"It has been eye opening both on a professional and personal level. It is a good way to include God in my work and life."
- Dignity participant.*

"This training made me realize the need for me to stand up for young boys and show them the way, living according to the standards of God" - Dare participant.

*"This training made a huge impact on my life. Now I understand the meaning of sisterhood and what I must do to protect young girls."
- Dignity participant.*



The Dignity Campaign offers in-person training sessions for both women and men, empowering them to launch Dignity & Dare initiatives in their communities. Upon finishing the training, participants will gain a new outlook on their self-value, and God's love for humanity, and be prepared to coordinate events such as Dignity & Dare Day and the Cherish Discipleship & Dare Discipleship program. Furthermore, they will become part of a supportive community with like-minded individuals dedicated to advocating for dignity.

This year, 155 individuals, both men and women, have been trained with the essential tools and skills, both locally and globally, to execute the Dignity & Dare Programs. It is truly an honor and a privilege to learn and progress together towards achieving a more significant impact in God's Kingdom.



DIGNITY IMPACT STORY



We are thrilled to share the incredible journey of Kasha Pick, a remarkable young lady who has demonstrated outstanding growth within our mentorship program.

Kasha first joined our program as a mentee in 2022, eager to learn and grow under the guidance of her mentor Wendy Abrahams. Throughout the year, she embraced the opportunities for personal development, demonstrating a strong commitment to her emotional and spiritual growth.

At the end of the year, Kasha attended our champion camp, where she truly stepped out of her comfort zone. Her positive attitude, empathy, and willingness to support others were a testament to the environment her mentor created for her and her group throughout the year.

At the 2023 Champion Camps, we were pleasantly surprised to see Kasha had returned to our program as a camp facilitator. Her journey from mentee to facilitator is a testimony to her dedication, resilience, and the transformative power of the mentorship program.

We are incredibly proud of Kasha and look forward to seeing the positive impact she will continue to make.

DARE IMPACT STORY



We are excited to share the inspiring story of Keaton Goliath, a dedicated individual making a significant impact through his work in Uitenhage with the Baptist Ministry, Father's Heart Foundation (NPO), and the Dare Program

Keaton's journey with The Dignity Campaign began when he was introduced to the Dare program by a friend. Eager to expand his understanding and skills, Keaton underwent facilitator training, which profoundly influenced his personal and professional growth. The training refined his comprehension of what it means to be a godly man and challenged him to be a better husband, father, and community member.

Implementing what he learned from the training, Keaton focuses on being relatable rather than preachy. He understands that every boy in the program comes from a unique background, and he strives to be a positive influence in their lives. His approach is compassionate and grounded, ensuring that his interactions are meaningful and impactful.

Keaton finds great fulfillment in his role as a Dare facilitator. He values the opportunity to journey with young boys, share the gospel with them, and positively influence their lives. Playing a supportive role, he not only mentors these boys but also contributes to shaping their futures, instilling in them values and resilience.

We look forward to seeing the continued positive impact Keaton will have on the lives of many young individuals in his community.

DIGNITY AND DARE PROGRAM REPORT

Collaborating with various partners and volunteers throughout South Africa, **38 Dignity & Dare Days** were implemented during 2023, significantly impacting **1,131 teens**. This included providing **486 teen girls with a box of sustainable sanitary wear**, addressing a crucial need and promoting menstrual hygiene.

By fostering a supportive, safe and inclusive environment, these Dignity & Dare Days not only equipped teens with essential resources but also empowered them with knowledge and confidence. This initiative exemplifies the power of community collaboration in creating meaningful change and improving the lives of young individuals.

After a Dignity & Dare Day, teens are invited to continue on a 12-week discipleship journey, engaging and learning on topics such as...



- | | | | |
|-------------|-----------------|--------------|---------------|
| ■ Identity | ■ Relationships | ■ Choices | ■ Emotions |
| ■ Purpose | ■ Sisterhood | ■ Leadership | ■ Pornography |
| ■ Belonging | ■ Sex | ■ Manhood | ■ Mentorship |

"I've learned to be respectful to women and every man has a purpose to serve that could benefit not just himself but everyone around him."

Dare Attendee

"My favourite topic was Identity & purpose. It gave me confidence and helped me to know my true self"

Dignity Attendee

"It teaches young men what it is to be a man and helps them to find their purpose in life."

Dare Attendee

"I liked the part when they told us about how worthy we are"

Dignity Attendee

DIGNITY STORY OF HOPE

Shaquante McDonald is a 13-year-old mentee from Eldorado Park who was part of our Joburg mentees, under the mentorship of Sharon.

During the mentorship program, Shaquante, according to her mentor, demonstrated a strong personality, characterised by humility, respect, and consideration for others. She proved to be a team player and a natural leader, always willing to lend a helping hand and support her peers. Maya's confidence and positivity were evident in her willingness to take initiative and responsibility for her actions. She consistently displayed humble Christian values, offering to pray for the facilitators at the Champion Camp when they needed it most, exemplifying her compassionate and caring nature.

Shaquante communicated that her favourite part of being a mentee is learning about herself. She said that identity and puberty were her favourite topics as they taught her not to think negatively about herself, whether internally or physically.

Shaquante said the mentorship program impacted her future because...



...“I know I have a purpose in life, and I can do all things through Christ and that I can be Myself and who Father God says I am”

DARE STORY OF HOPE

Leo is a 14-year-old mentee from the Cape Flats who participated in the Dare Day program, guided by facilitator Ashley Spannenberg.

During the Dare Day, Leo learned the importance of doing the right thing and being kind to others, emphasizing the value of integrity and kindness. The experience profoundly impacted his outlook on life, encouraging him to strive to be a better person and to dream big. Leo shared that the Dare Day boosted his confidence, making him believe in his potential for a bright future.

Reflecting on his favourite parts of the Dare Day, Leo appreciated the emphasis on making healthy choices, particularly the advice to avoid smoking and drinking. This guidance resonated with him, reinforcing his commitment to a healthy lifestyle.

The experience has positively influenced how Leo envisions his future. He now sees a path filled with promise and believes he can achieve great things. The Dare Day instilled in him a sense of optimism and determination, inspiring him to pursue his goals with renewed vigor.



ONE YEAR MENTORSHIP

This was our second year implementing the 1-year mentorship program for girls. The goal? To unite these girls in a powerful sisterhood. Teaching them various ways/methods to engage with God, to engage with themselves and to engage with the world.



The outcome was incredible. The program wrapped up with much excitement for the Dignity Champion Camps. Mentors geared up for more training, prepping for an epic 3-day journey with a flock of teen queens. New friendships were formed, and they were encouraged to use what they've learnt to effect positive change in their communities. The camp wasn't just a chance for the girls to shine but also for mentors to team up and lead by example, showcasing the strength of unity.

A visit to an Eastern Cape school highlighted the program's impact, with the principal beaming about the upcoming Dare Mentorship Program in 2024. Witnessing the girls' inspiring growth has left no doubt that investing in our youth can set the stage for a brighter tomorrow!

Feedback from Mentor

"This program has helped me trust God more and to lean on Him more. Some of the sessions have spoken to me directly and have helped me cultivate a deeper relationship with my Father."

Feedback from Mentee

"There is so much growth in my personality. This mentorship program made me more open to myself than ever before. My favourite part was that i could belong to a sisterhood."



PARTNERSHIPS AND COLLABORATIONS

"If you want to go fast, go alone. If you want to go far, go together" – African proverb



Last year, we adopted a **fresh approach** by **forming strategic partnerships with NGOs and churches from different provinces**, that already work with teens. Throughout the year, our focus has been on capacitating our strategic partners by providing training, resources, and support.

We were also the grateful recipient of 2000 sustainable sanitary packs donated by Sparrow Society, which we passed on to several of our partners for distribution among women and girls in their communities. Working together isn't without challenges; it requires trust, mutual respect, clear communication, and proper planning. However, if our goal is to go far rather than fast, then partnership and collaboration are the way to go.





GLOBAL REACH

"The world is your audience; embrace the power of global reach." - Unknown

We are passionate about expanding our reach while staying true to our mission. Through strategic partnerships and innovative approaches, such as the recent in-person training with Beyond Ourselves in **Zambia** and online training with Grain of Wheat in **Central Asia**, we're making significant strides in getting our programs and resources out there. From training sessions aboard the Logos Hope to translating the Dare curriculum into **Russian**, our efforts are creating an impact worldwide. We extend our gratitude to our global partners for their passion and commitment, which continue to drive our collective mission forward. Our international partners are Cabinet R&A in **Benin**, Mercy Ministries **Madagascar**, DMG Worldventure in **Ivory Coast**, Grain of Wheat in **Central Asia**, Beyond Ourselves **Zambia**, Seeds of Dignity in the **Dominican Republic**.



FINANCIAL REPORT

The Dignity Campaign

Non-Profit Company

(Reg no: 2019/214801/08)

Summarised Annual Financial Statement for the year ended 29 February 2024

1. Statement of Comprehensive Income for the year ended 29 February 2024

Figures in Rand	2024	2023
INCOME	2 368 959	1 662 012
Unrestricted donations	650 963	449 420
Restricted donations	1 717 996	1 212 592
Grant in aid	-	-
Other Income		
Interest earned	82 132	34 932
EXPENSES	1 941 401	1 337 738
<u>Programmes</u>		
Dignity & Dare Awareness Program	45 400	-
Dignity & Dare Training Program	419 700	290 624
Dignity & Dare Life Skills Program	1 181 386	806 343
Administration costs	284 915	230 771
Accounting Fees	10 000	10 000
Depreciation	-	-
Rental of premises	-	-
Transfer to Operating Reserve	(500 000)	(300 000)
NET SURPLUS	9 690	59 206

2. Statement of Financial position as at 29 February 2024

Figures in Rand	2024	2023
ASSETS		
Non-Current Assets	47 140	47 140
Current Assets	2 446 760	1 937 125
	2 493 900	1 984 265
EQUITY AND LIABILITIES		
Accumulated Funds	327 628	317 938
Operating Reserve	2 158 393	1 658 393
Current Liabilities	7 879	7 934
	2 493 900	1 984 265

THE DIGNITY CIRCLE

The Dignity Circle is a committed and passionate group of people who give to create a circle of hope around teenagers. Their reward is seeing teens grow into confident and assertive young adults who respect themselves and others and contribute towards inclusive, thriving communities.

**YOUR GENEROUS DONATION CAN ENRICH A LIFE,
RESTORE DIGNITY AND SPARK HOPE!**

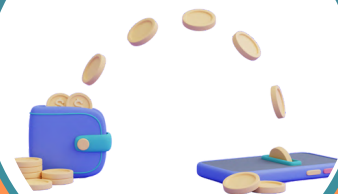


GIVENGAIN

[DONATE LINK](#)



SNAPSCAN



EFT

Bank: Standard Bank
Account: The Dignity Campaign
Account Number: 10119454724
Account Type: Cheque
Branch: Blue Route
Branch Code: 025609
Branch Code Electronic: 051001
SWIFT address: SBZA ZA JJ

THANK YOU

"True blessing lies not just in receiving, but in the privilege of giving". – Author unknown



We sincerely appreciate all who have supported and contributed financially towards the work of The Dignity Campaign!

A special thank you to all our sponsors who have significantly contributed in 23/24:

The Mergon Foundation – Rolf-Stephan Naussbaum Foundation – Portmore Charitable Trust – Rupert Educational Trust – Beautiful Gate Holland – Verre Naasten – Beautiful Gate International – Wings of Support – All Natural Beauty Products – Nedbank – Lake City – The Sourcing Lab – Molyneux Ecclesiastical Trust – Sanlam – VD Galien Advies – K. Grant – S. Farrell – M. Anderson – T. Brouwer



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